

Specialist Diploma in Advertising and Media Studies	
Program Details	
Award	Fully Examined & Awarded by Universiti Teknologi Malaysia (UTM), Malaysia (State Owned University)
Delivery	Global School of Technology and Management Pte Ltd
Duration	F/T & P/T : 12 months
	Registered with Council for Private Education (CPE)
Mode	Part Time : Classes held on Sunday
Subjects	<p>Specialist Diploma in Advertising and Media Studies 8 modules (lecture) with Exam:</p> <ul style="list-style-type: none"> • Principles and Theories of Advertising • Introduction to Media • Advertising Research Methods • Media Technology • Public Relations • Mass Communication • Web Productions • Internet Studies
Assessment	Assignment 60% + Written Examination 40%
Fees	<p>Full time : S\$7,000</p> <p>Part time : S\$5,000 Payment Mode : 12 Installment Plan – Mthly will be \$416.66</p> <p><u>Other fees:</u></p> <ul style="list-style-type: none"> • Registration : \$100 (p/t) & \$200 (f/t) (non refundable) • 100% Bank loan available from our local banks.
Intakes	Modular Basis – subject to availability
Graduation	In Singapore or in UTM (Malaysia)
Entry requirements	<ul style="list-style-type: none"> • ITE, GCE 'N', 'O' and 'A' levels or Poly Diploma from other fields. • Professional Certificate or certificate from any recognized institutions. • Matured students, who have obtained other qualification, will be considered on an individual basis. • Exceptions to the above will be assessed on a case by case basis by the University
Bestway Campus	<p>Global School of Technology and Management P/L 12 Prince Edward Road #01-11 Podium Block A, Bestway Building Singapore 079212</p> <p>Tel: (65) 6423 9580/90 HP: (65) 8321 6969 Fax: (65) 6423 0708 Email: rachel@gstm.edu.sg Website: www.gstm.edu.sg</p>